

# ALISON



## C A R R I E R

### INFO

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### SKILLS

- Team Management
- Professional Development for Employees
- Systems/Meta Design
- UI/UX Design
- Gameplay Design
- F2P / GaaS
- Visual Style Guides
- Console, PC, and Mobile Game Development
- Unreal 4/5
- Figma
- Adobe Creative Suite

### CERTIFICATIONS

- Certified Accessible Player Experience Practitioner / The AbleGamers Charity
- Chinese Business Culture Training / Blue Heron Holdings, LLC
- Agile Product Owner Training / Clinton Keith Consulting
- Certified Product Owner / Mountain Goat Software

### PRESENTATIONS

- Video Game Makers Unite
- Dragon Con
- Moore College of Art & Design
- WIGI
- EA UX Conference
- EA DevCon
- SXSW
- ECGC

### INTERESTS

- Video Games
- Crafts
- Martial Arts
- Tea

## WORK EXPERIENCE

*GAMES: Unannounced F2P RPG, Star Wars: Hunters, Halo: Infinite, Transformers: Reactivate, The Simpsons: Tapped Out, Simpsons RPG, Command & Conquer mobile, Monopoly Hotels, and a Park Management mobile game*

### Thought Pennies / Design Director

FEBRUARY 2022 - PRESENT, AUSTIN, TX, USA

Create a studio and design team from ground up. Work closely with Game Director to design the entirety of RPG and monetization systems. Lead, mentor, and support a design team of 8 while building an inclusive and equitable remote studio culture. Work closely with other Directors to build strategies for the game.

### BossAlien@Zynga / Design Director

FEBRUARY 2021 - FEBRUARY 2022, AUSTIN, TX, USA

Create a satellite studio and design team from ground up. Work on metagame and monetization systems, narrative, LiveOps, and Battle Royale. Manage licensor relationships while ensuring a positive, transcontinental studio culture.

### Certain Affinity / Director of Design

JANUARY 2018 - JANUARY 2021, AUSTIN, TX, USA

Developed concepts, docs, and lead the team for a new Halo MP mode. Lead the UI/UX, Metagame, and Narrative teams for an unannounced AAA title. Manage 4 reports directly, lead three teams of about 50 people through various features. Product Owner for a variety of meta, missions, UX, and tool strike teams.

### EA Red Crow (Defunct) / UI/UX Designer II

AUGUST 2014 - DECEMBER 2017, AUSTIN, TX, USA

Create concepts, visual wireframes, and complete designs. Liveops including: writing dialogue, new features, introducing new characters, and mini-games. Create and lead the UI/UX production of interaction design and flow across client teams.

### EA Mythic (Defunct) / UI Designer

OCTOBER 2013 - MAY 2014, FAIRFAX, VA, USA

Create and lead the production of interaction design, UI flow, and UI artwork in conjunction with input from the Art Director, Game Designer, and Producer. Craft a UI Style Guide and UI Visuals in collaboration with Art Team.

### EA North Carolina (Defunct) / User Interface Designer/Artist

MARCH 2012 - SEPTEMBER 2013 / RALEIGH, NC, USA

Conceptualize and prototype interface functionality, look, and feel for the UI of a new mobile game. Design wireframes and compelling visual treatments for live service mobile game UIs and menus.

## EDUCATION

### Belmont University / Bachelor of Fine Arts

SEPTEMBER 2005 - MAY 2009, NASHVILLE, TN, USA

Magna cum laude